



NEW HORIZONS



THE NATIONAL NEWSLETTER OF HISPA

Special End of Year Volume

December, 2004



Message from the President

By César Bocanegra
National President

Welcome to the Holiday issue of New Horizons, HISPA's quarterly newsletter.

Seasons greetings for a wonderful holiday season and happy 2005!

As we reflect on 2004, we recall the many changes that have occurred to our business and personal lives. Of note, the decision to move away from Consumer sales has impacted not only AT&T and our customers, but the HISPA organization. In fact, the majority of our members are from the Consumer ranks. To stem the tide of members leaving AT&T and HISPA, your leadership team has made important decisions regarding the future of our organization. Chief of these was a recent bylaws amendment to allow exiting members the ability to remain as "full" members of HISPA – with all the associated rights of members working for AT&T. This will allow HISPA to retain the talent necessary to

continue as a premiere Business Resource Group (BRG) as we begin our evolution to a more self-sufficient, member-focused organization.

As the company's sponsorship of our organization lessens with each passing year, it is incumbent upon HISPA and the other BRGs to become more creative in getting the much-needed funding to support our members and communities. This could include HISPA using its 501(c)3 status to apply for special grants focused on student mentorship, or honing our fundraising skills to maximize our income.

One thing is for certain. The days of AT&T supporting the Business Resource Groups to the extent needed is over. And the key to our success is not to miss the "Good Old Days" or to wallow in despair. The key is to embrace the change and grow.

In the coming months you will see HISPA's Strategic Plan for 2005. The plan will set the framework for a new and improved, streamlined and focused, HISPA. One that will include realistic goals that address our fundamental concerns: our members and our communities.

Please join us in ensuring that HISPA is positioned to not survive – but grow – through our industry changes.

Along with your local Presidents, the following team is committed to creating a better, brighter future for HISPA:

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¡Feliz Navidad y Prospero Año Nuevo!

Seasons Greetings from the HISPA National Board



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United we stand.

HISPA CALENDAR OF EVENTS

DECEMBER 2004

Various Chapter Holiday events.

1ST QUARTER 2005

HISPA Presidents' Leadership Training Seminar (HPLTS).

ADDITIONAL HISPA NEWS AT:

<http://www.hispa.org>

★HPLTS NEEDS A 2005 HOST★

HISPA is seeking locations for the annual HISPA Presidents' Leadership Training Seminar (HPLTS) to be scheduled 1st Quarter or early 2nd Quarter 2005. Chapters are invited to send in Frank Diaz proposals as to why your chapter should host the HPLTS. Hosting duties include setting up logistics (hotel, conference room, registration, dinner suggestions, etc.), and manning the registration, welcome and processes surrounding the seminar.

This is easier than national conference planning and really brings a chapter together and enhances leadership skills.

Contact Frank Diaz, Conference Chairperson, for more details. Frank can be reached at frankdiaz@att.com

HISPA Highlights

As we begin our planning for 2005 initiatives, let us reflect on the good our organization did in 2004.

Along with the many accomplishments the chapters made serving their members and local communities, HISPA's National Leadership worked to serve AT&T and their constituency. The following are some of the initiatives completed in 2004.

- Partnered with Human Resources and Public Relations to represent AT&T at National Council of La Raza (NCLR) Legislative Awards conference, National Elected Officials (NALEO) organization, National Society of Hispanic MBAs (NSHMBA), National Hispana Leadership Institute (NHLI) Mujer Awards Gala, Mexican American Legal Defense and Education Fund (MALDEF) Awards Gala, Congressional Hispanic Caucus Institute's (CHCI) 27th Annual Gala, and the Hispanic Association of Colleges and Universities (HACU)
- Established partnerships with AT&T Human Resources to recruit talented Hispanic candidates to improve AT&T's diversity profile.
- HISPA members volunteered in early 2004 to become part of the AT&T CallVantage trial, and promotion of AT&T's Unlimited Mexican Cities Plan.
- Created a formal relationship with the Department of Labor, establishing a conduit for U.S. veterans to apply for AT&T opportunities through the AT&T Government Solutions Human Resources department and the Veterans Employment & Training (VETS) organization in the Department of Labor.

- Celebrated HISPA's 20th anniversary in July 2004 during our 16th National HISPA Professional Development Conference in Washington DC.
- Provided valuable leadership training and professional development to HISPA members.
- Participated in the American Cancer Society's Relay for Life (RFL) campaign raising thousands of dollars and providing team captains, volunteers and participants.
- Raised money for the Hispanic Scholarship Fund (HSF), an organization to which we have contributed over \$1M since 1992.
- Implemented technology for an online membership process.
- Addressed the needs of exiting HISPA members/AT&T employees by providing resume assistance, job bank, resume database, etc.

Space doesn't permit listing the many and varied accomplishments of our affiliate chapters nationwide. Your commitment to serving the community – whether it be through local college scholarship, clothing and food drives, mentoring in primary and secondary schools, etc. – enriches not only the recipient but the giver as well. HISPA deeply appreciates your goodwill and support.



Where Do We Find Our New Cheese?

By Catie Olivares, National By-Laws Committee Chairperson and Kansas City Chapter Member

Well it finally has happened. For many of us, our nice comfortable cheese is going away. What are we to do without the cheese that we have feasted on for years?

We go looking for new cheese.

That means we have to redefine HISPA so that it thrives in the current corporate environment.

Like a family in crisis, we have to all pull together to migrate from the old to the new. It will take all our efforts, skills, knowledge, experience, and heart.

Our family is smaller, so our focus must be smaller, yet smarter. With a lack of resources, we must focus on one or two key things. We do not have the financial or human resources to focus on too many initiatives.

The first step is changing the bylaws. We must make them more inclusive of those members that are leaving the company. Full participation regardless of where you go so long as you support HISPA's mission. The next step is the new direction we move in. Professional development in the past has been a small focus of HISPA, but that must change. It must be a principal initiative taking up the majority of our resources.

Why Professional Development? One reason is that we have both formal and informal experience in Professional Development through our annual conference and other chapter efforts. Another reason is that other companies will support Professional Development organizations as a breeding ground for future executives and workforce pools.

This includes AT&T, who should continue to support the organizations as AT&T continues its efforts to improve its diversity profile and bring more Hispanic executives and employees into AT&T.

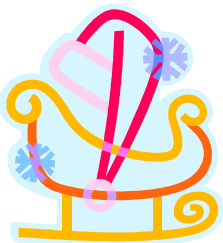
Another chief reason is that HISPA will be able to apply for grants. For example, grants can be used to educate Hispanic high school students on how to be corporate executives or mentoring.

What happens to community service? As warm and caring Hispanics, community services will never go away but take a different form.

For example, in addition to Christmas turkeys and adopt-a-family, we can give books to elementary school students and adopt classrooms or schools. We can be professional role models for our children, the executives of the future.

The cheese may be gone, but it is up to HISPA members to pull together and build a new future together.

Si se puede.



Visit us on the web at
<http://www.hispa.org>!

CHAPTER NEWS

CHICAGO

The Chicago chapter provided Christmas Basket giveaways consisting of toys, gifts, and food, to needy families through our association with *Mujeres Latinas en Accion*; helped AT&T provide free AT&T Calling Cards to senior citizens at *Casa Central*, in addition to helping with placement of their calls to loved ones in Mexico, Puerto Rico, and South America.

Additionally, chapter members worked with the Pioneers brothers and sisters to provide Christmas stockings; and helped with packaging food for delivery at the Chicagoland Food Depository. We have also worked with painting and cleaning local schools in conjunction with the AT&T Cares Program.

2004 provided assistance with manning telephones at a local telethon for *Hogar Del Nino*, a non-profit organization that provides child-care services and facilities for working parents that have no other alternative for child care. One of our members even used his knowledge of telephony to help with hooking up the phone lines and telephones for that event.

In addition, the event that drives our Chapter is the HISPA – Chicago Scholarship program, which has provided \$1000.00 each to two deserving Hispanic High School students going on to a college or university. This program has been in effect now since 1993 and has helped kids go on to a variety of colleges including the University of Illinois, DePaul University, Southern Illinois University, and Harvard. Our Harvard student was very active with that university as one of their Minority Youth Recruiters.

Our members also provided assistance at the 22nd Annual United States Hispanic Leadership Institute (USHLI) Conference held at the Hyatt Regency Chicago.

In October, Chicago members participated in the UIC Wellness Fair, which promotes Diabetes Awareness and is sponsored by the University of Illinois – Chicago Campus.

ATLANTA

REJUVENATION was its focus in 2004! The Atlanta chapter is small but strong & determined. Although, the state of the business was at the forefront of their minds, they did not lose focus or momentum in regards to HISPA's mission & goals.

Highlights included:

- ❖ Organized their first AT&T Cares day the early part of 4th quarter
- ❖ Attended the Latin American Association's (**LAA**) yearly LATIN FEVER BALL. This provided an opportunity to network (potential HISPA associate members) and share HISPA's mission
- ❖ Sponsored families through the **LAA Adopt-A-Family** program
- ❖ Supported the Heards Elementary School *CHRISTMAS ANGELS* program
- ❖ 4th quarter chapter dinner/get-together

WASHINGTON, DC

2004 proved to be a big year for DC members. Much of the first half of the year was spent preparing for the July HISPA National Conference, which the DC chapter hosted at the Melrose Hotel in downtown Washington. During the conference the DC chapter awarded two scholarships to area college students. In May, Alex Carrasco led the HISPA team at the Relay for Life in support of the American Cancer Society. We said goodbye to two of our officers who left the company – Susie Valenzuela and Narciso Chavarria. And we had a lot of fun with our fundraising and membership drives.

EL PASO

HISPA-El Paso toiled along with other AT&T Business Resource Groups (BRG's) for this year's Thanksgiving Despensa, a remarkable effort that brought many volunteers together at a local community center to provide 300 families throughout the city of El Paso with food for the Thanksgiving holiday.

The local HISPA chapter, Women of AT&T, LEAGUE and the AT&T Pioneers gathered at the Sacred Heart Community Center early Saturday morning to sort and distribute the food to families who anxiously waited to receive what would be their 2004 Thanksgiving meal.

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CHAPTER NEWS

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The HISPA executive board members counted a record-setting 5,416 donated cans of food the weekend before the Despensa at a member's garage. After counting all of the donated items, the board members shopped at a nearby Wal-mart Supercenter to purchase additional food items to ensure each family would receive equal amounts of food. Local businesses throughout many parts of the city either donated or sold other food items, such as rice, bread, tortillas and chicken, at a no-profit cost to help support the event.

Sacred Heart Catholic Church, Our Lady of Mt. Carmel Catholic Church, the El Paso Center on Family Violence, and other organizations identified the families that received the bags of food. These organizations have been providing other forms of assistance to the families who received the food. [Photos provided by El Paso Chapter below.]

The BRG's are also gearing up to take on the Christmas Angel Tree Project--another worthy, yearly event that accumulates more than one hundred Christmas gifts for children of low-income families. This year, HISPA-El Paso will collect gifts for the children of migrant farm works who struggle to make ends meet with a yearly income of only \$6,000.



NOTICE: Change in Bylaws

In response to the exit, and impending exit, of many of our colleagues as a result of the Consumer announcement and other corporate restructuring, HISPA acted to change its bylaws to reflect a commitment to *inclusion* for its members. We adopted a change in our bylaws allowing for exiting employees to remain a vital part of our organization. Non-employee members will be allowed to vote and participate in HISPA at the same level as an active AT&T employee with all the accompanying rights and responsibilities.

Of course there are some caveats. Non-employee members will not be allowed to have access to proprietary information and would be compelled to sign non-disclosure agreements should a situation arise where they needed to convene with AT&T leadership or view corporate information. In other words, members will adhere to AT&T Corporate Policy and follow the methods and procedures outlined. But save that, non-employee HISPA members will be allowed to vote and hold offices and get the same benefits as other members including resume development and database, career guidance, newsletter, etc.

And, since no distinction is being made between employee and non-employee members, membership is open to interested parties who support the mission of HISPA.

HISPA's 2004 Professional Development Conference

By Steven Estrada, National Vice President

HISPA celebrated its 20th anniversary with a very successful 16th Professional Development Conference in Washington, DC July 29th through August 1st. The conference, whose theme was "Valuing Diversity: The Emerging Hispanic Workforce," convened in the Melrose Hotel – a short distance from Georgetown to the east and the White House to the west. It was the perfect setting for the important business that HISPA needed to accomplish. The announcement, the week prior, regarding AT&T's decision on Consumer business only strengthened the attending members' resolve.

Prior to the general body's participation in the conference, the Board convened a Leadership Meeting to strengthen and equip our HISPA leaders. Tuesday through Thursday we discussed the "State of the Union" for HISPA, 2004 accomplishments, chapter issues, and best practices. Our key issue at that initial meeting was the diversity disparity within the company.

Ethnic Group	US Civilian Work Force*	AT&T Employees**	Difference
Hispanics/Latinos	13.1%	6%	-54.2%
African Americans	10.4%	18%	73.1%
Asian American	4.5%	5%	11.1%
Native American	0.6%	1%	66.7%

*Scripps Howard News Service, May 11, 2004: Hispanic jobs: More federal hiring urged

**AT&T 2001-2002 Corporate Citizenship Report

AT&T's Diversity goal is that the employee populace, match the U.S. Civilian workforce. Currently, Hispanics make up 13.1% of the workforce but less than 6% of AT&T (a number that will be reduced even more with the Consumer announcement). For African Americans, Asian Americans and Native Americans, AT&T has surpassed its goals. For Hispanics there is a different story. Of the less than 6% Hispanic population at AT&T there are zero officers, four E-bands and minimal representation at the D and C levels. In fact, the majority of Hispanics are in the occupational, or non-management, employee job categories.

Our initial efforts were to address this issue, which we have already begun to highlight with AT&T's corporate leadership, but our meeting changed direction to address the Consumer decision. Of the less than 6% Hispanic total, greater than half are from Consumer and all will be affected. So, after formal training on Wednesday – Activating Leadership (by Thumbprint Communications, Inc.) in which we identified our leadership styles and learned how to work together to succeed – the team brainstormed ideas on how to best support our membership. We generated over 50 ideas and grouped and narrowed them down to four surrounding training, providing resources, creating linkages to HR and external companies and financial planning. Those subgroups are actively being developed and will be rolled out to the general membership soon.

After the Tuesday-Thursday leadership meetings, the general membership joined us and a reception officially began the conference. Highlights of the conference included:

- **Ceci Chavez**, a motivational consultant and former AT&T employee, provided "mini-training" on *Even Eagles Need a Push*.

- **Nancy Pryor**, AT&T Vice President of Consumer Sales and Service Organization, who talked about the recent announcement regarding Consumer and its impact on our organization.
- **Clayton Lockhart**, AT&T Vice President Research & Technology, on the Emerging Network
- Our Keynote Speaker was **Jim Cicconi**, AT&T Chief Legal Counsel. Jim gave us valuable insight into the present state of AT&T.
- **Vince Alonge**, AT&T Director, Local Services Ordering Vice President & HISPA Champion giving us an overview of AT&T and AT&T's commitment to HISPA and Diversity.
- **Wilson Martinez Del Rio**, a Vice President from INROADS an organization that places "at risk" youth/interns in Corporations and
- **William Cruz**, a Lucent Bell Labs employee who also gives diversity training to major corporations. Mr. Cruz discussed the differences between the many cultures and how those differences can be leveraged into making us stronger.

The HISPA Conference concluded with a Gala dinner at which awards were given to HISPA over-achievers and scholarships given to two local high school graduates entering college in the Fall. Our keynotes for the night included:

- **Charles Kamasaki**, Director of the National Council of La Raza talked to us about diversity and leadership and
- **Angel Cartagena**, President of Cartagena and Associates (an Energy and Telecommunications consulting firm) gave us an impassioned speech about personal responsibility, character and self-awareness.

The 2004 Conference was one of the best I've been to from a content and participation standpoint. Everyone was committed to learning and helping and very professional. That environment, coupled with a Conference Committee that ensured "zero defects" and you have the formula for success.

BRG Conferences are a valuable experience that I highly recommend. The BRGs at AT&T include HISPA, WATT (the Women of AT&T), ICAE (the Inter-tribal Council of AT&T Employees), the Alliance of Black Telecommunications Employees, Inc., LEAGUE (Lesbian, Bi-Sexual, Gay and Transgendered United Employees at AT&T), IDEAL (Individuals with Disabilities: Enabling Advocacy Link) and 4A (Asian/Pacific American Association for Advancement).



BUSINESS ETIQUETTE POINTERS

Introductions

1. Stand up to shake hands
2. Make eye contact
3. Name badges are always worn on right side (helps people read your name as you shake hands)
4. Have a 10-second commercial of yourself to give
5. Women are introduced first, then men; Customers are introduced before your co-workers (even if your co-worker is Dave Dorman); if no customers, greatest authority is named first (e.g., "Mr. President, this is so-and-so...")

Business Cards

1. Always carry your business card
2. Card must be up-to-date
3. Present with right hand
4. If visiting a customer, give a card to the Administrative Assistant as well
5. Keep card and read card before putting away.

Mingling

1. Start mingling before you arrive – do your homework – and plan (what are my goals, who do I want to meet, etc.)
2. Ask open-ended questions (e.g., "What do you do when you're not working 24 hours a day?")
3. Make an entrance. Step to the right of the door and scope out the room.
4. Use good posture – no folded arms.
5. Find host and thank them.
6. Read the newspaper and keep current on what's going on in the world.
7. To remember people's names, try to use their name at least three times in conversation without being obvious.
8. Never use profanity.
9. Don't talk about health or personal issues, finances, or controversial topics.

Toasting

1. Hold glass by stem
2. Everyone must participate
3. Honoree doesn't drink to him/herself. Afterwards you can raise your glass and thank the people and drink.
4. Three Bs: Begin, Be Brief and Be Seated.

Telephone Etiquette

1. Three Ps: Professional, Pleasant, Positive Attitude (and always smile)
2. When placing a call, script out what you want to say. A simple "How are you?" and the reason for the call will suffice.
3. When you call, you are interrupting. Ask if it's a convenient time to talk and let them know the duration of the call.
4. If you receive another call, ask if you may put the first caller on hold. Don't say "I'll be back in a second." Say a minute and check back if it's going to take longer.
5. Keep your voicemail updated. If you're out of the office, say so and let the caller know when you'll get back to them. And when leaving voicemail, speak slowly and give your phone number twice.

Hosting Business Lunch/Dinner

1. Try to pay for everything ahead of time
2. Get the best table. Customer gets the view and should be seated to the right of the host.
3. Be on time (EARLY).
4. Know what you want to eat (seafood, steaks, etc.) ahead of time. Don't ask the guest where they want to eat. You may choose a few restaurants and give them a choice.
5. Don't eat messy food. No spaghetti, ribs, broccoli, French onion soup, pizza.

Improving Table Manners

1. Always pass to the right
2. When passing place item on table and let the person pick up (no mid-air passes).
3. Salt and pepper travel together. If someone asks for the salt, they get both.
4. Get butter one piece at a time and place on bread plate and butter bread one piece at a time as you eat it. Don't butter an entire roll.
5. Leave napkin in chair if you get up.
6. Napkins always remain on lap until meal is completely finished.
7. Remember **BMW**: **B**read left, **M**eal middle, **W**ater/wine right.